



Farm diversification scheme secured in North Wessex Downs AONB involving an attractive new building.

Planning Potential were delighted to secure planning permission for a farm diversification / rural enterprise scheme in rural Newbury. Our client was keen to diversify into horticulture and to create a place where the community and visitors could buy, consume, and learn about home-grown and local produce.

The scheme involves an attractive new building containing a farm shop, gift shop, bakery, plant nursery, café/restaurant, education space, a replacement dwelling for agricultural workers, refurbishment of the agricultural barns, and beautiful landscaping proposals comprising an orchard and wildflower meadows.

We worked closely with the architects and landscape consultants to ensure the scheme respected and enhanced the site's location within the North Wessex Downs Area of Outstanding Natural Beauty (AONB) and the East End Conservation Area.

The process included pre-application discussions with Basingstoke & Deane Borough Council, a large public consultation event at the farm and presentations to the parish council.

## Summary of achievements

- Preparation of a robust case for development within the countryside and AONB
- Working closely with Communications Potential on an extensive public/stakeholder engagement programme
- Securing officer recommendation and a unanimous committee resolution.
- Coordination of the discharge of conditions and non-material amendments.

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